**Hypothesis**

The impact of the financial crisis of 2008 onwards is still very much being felt, meaning corporate responsibility, Sustainability, accountability and “assessing fair value accounting” remain very much at the top of the research agenda. On the other hand, Climate change and dwindling natural resources has made Energy management, water management, and sustainable development among “the great ‘macro’ themes of the century driving government, societies, communities and businesses to rethink and realign their way of sustenance. In a country like India, with glaring disparities in social equity and resources, the need for business transparency and accountability has never been so strongly felt as it is now. Previous studies have linked CSR to financial performance of the organization and have evaluated the profitability aspect. Under the current regulatory frameworks that make the CSR concept mandatory, there is an imperative need to evaluate and correlate the overall quantitative and qualitative aspects of corporate social responsibility, Sustainability and accountability governing the businesses today, their impact and the current scenario governing them. Therefore, this research hypothesis will cover several aspects CSR and sustainability as below:

- **H₀₁** -The combination of Strategic Corporate Sustainability does not create “shared value” for stakeholders.
- **H₀₁** -The combination of Strategic Corporate Sustainability creates “shared value” for stakeholders.
- **H₀₂** –Shared value does not enhance market competitiveness compared to traditional CSR
- **H₀₂** – Shared value does enhance market competitiveness compared to traditional CSR
- **H₀₃** – CSR and sustainability prevalent in India are driven by Global Reporting Initiative standards and ISO 26000 standards as adopted extensively in developed countries.
- **Hₐ₃** – CSR and sustainability prevalent in India are not driven by Global Reporting Initiative standards and ISO 26000 standards as adopted extensively in developed countries.